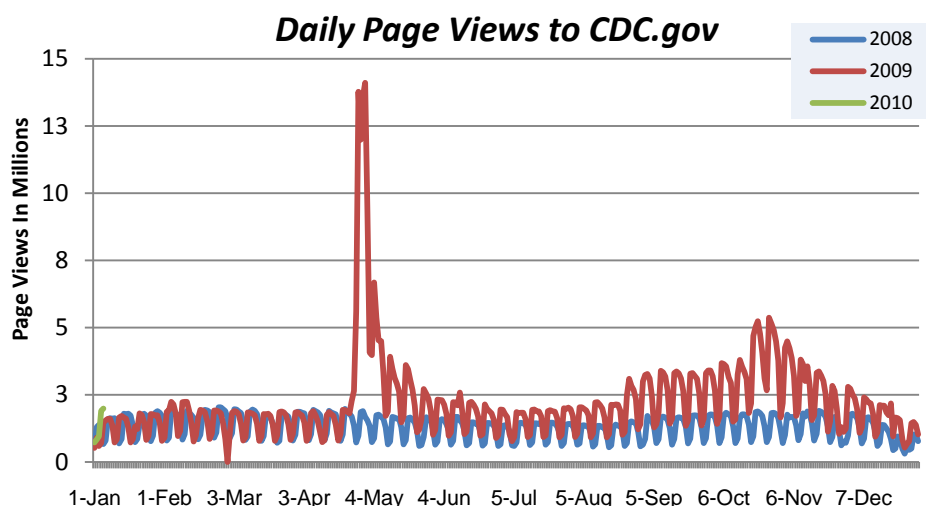


CDC.gov, Social Media & CDC-INFO Metrics

2009 H1N1 and Seasonal Flu Weekly Update

Monday, January 4, 2010



Top Health Sites*

Government, Commercial and Non-Profit
(November 2009)

| | |
|------------------|------------------|
| 1. WebMD.com: | 18.53 M visitors |
| 2. Walgreens: | 9.69 M visitors |
| 3. NIH.gov: | 9.34 M visitors |
| 4. PubMed: | -- visitors |
| 5. MayoClinic: | 6.34 M visitors |
| 6. Yahoo Health: | -- visitors |
| 7. CDC.gov: | 5.38 M visitors |
| 8. Drugs.com: | 4.82 M visitors |
| 9. MedlinePlus: | -- visitors |
| 10. Medscape: | 2.34 M visitors |

*The unique visitor data for Top Health Sites is compiled from external sources such as Alexa.com and Compete.com and is only available on a monthly basis. Some data cannot be retrieved without additional functionality enabled.

CDC.gov Web Site Data:

| | Weekly (Dec 26-Jan 1) | Total (Apr 22-Jan 1) |
|--|--------------------------|-------------------------|
| CDC.gov: Page Views | 7.50 M | 638.48 M |
| Novel H1N1 and Seasonal Flu Pages: Page Views | 1.91 M | 242.92 M |
| Flu Pages in Español: Page Views | 6,803 | 2.79 M |
| Flu Pages in Other Languages: Page Views | 9,284 | 16,915 |
| Email Updates: Subscribers to Flu Updates | -23 | 397,406 |
| Email Updates: Flu Emails Sent | 0 | 7.99 M |

CDC Social Media Data:

| | Weekly (Dec 26-Jan 1) | Total (Apr 22-Jan 1) |
|---|--------------------------|-------------------------|
| RSS: Views of Flu Related Feeds | 930,530 | 41.68 M |
| Widgets: Views of Flu Related Widgets | 26,136 | 4.60 M |
| Podcasts: Views of Flu Related Podcasts | 23,925 | 2.79 M |
| Content Syndication: Views of Flu Content | 1,129 | 414,866 |
| CDC-TV: Views of Flu Related Videos | 5,463 | 273,465 |
| Buttons: Clickthroughs from Flu Buttons | 1,277 | 2.55 M |
| Mobile: Views of Flu Related Pages on m.cdc.gov | 3,170 | 242,238 |
| Mobile Text Message Pilot: Number of Subscribers | 73 | 15,972 |

Top Web Referral Traffic*

(Dec 26, 2009 – Jan 1, 2010)

Domains

1. google.com
2. yahoo.com
3. bing.com
4. nih.gov
5. state.gov
6. aol.com
7. elcosh.org
8. wikipedia.org
9. ask.com
10. nasdonline.org
11. cartoonnetwork.com
12. hhs.gov

*Reflects the top external sites that drive traffic to the CDC.gov Web site

For more information: nchminteractivemedia@cdc.gov

www.cdc.gov/metrics/campaigns



DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION



CDC.gov, Social Media & CDC-INFO Metrics

CDC Social Media Data (continued):

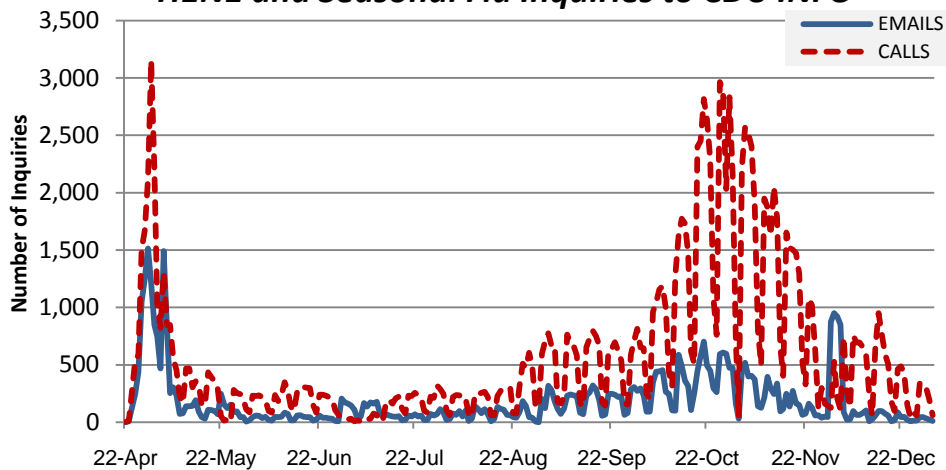
| | Weekly (Dec 26–Jan 1) | Total (Apr 22–Jan 1) |
|---|--------------------------|-------------------------|
| YouTube: Views of Flu Related Videos | 9,014 | 3.06 M |
| Twitter: Clickthroughs from Flu Tweets | 902 | 468,984 |
| Twitter: Followers of CDC's Twitter Accounts | 15,693 | 1.23 M |
| Flickr: Photo Views of Flu Related Images | 292 | 40,835 |
| Facebook: Fans/Friends | 97 | 53,133 |
| Facebook: Clickthroughs from Flu Content | 16 | 23,523 |
| eCards: Number of Flu eCards Sent | 14 | 22,471 |
| eCards: Number of Flu eCards Viewed | 12 | 103,069 |

Top Flu Videos

(Dec 26, 2009 – Jan 1, 2010)

1. *Symptoms of H1N1 (Swine Flu)*
YouTube: 3,807
2. *H1N1 (Swine Flu) - Closed Captioned*
YouTube: 1,716
3. *General Instructions for Disposable Respirators*
YouTube: 799
4. *Influenza Round Table: Warning Signs*
YouTube: 709

H1N1 and Seasonal Flu Inquiries to CDC-INFO



CDC-INFO Data:

| | Weekly (Dec 26–Jan 1) | Total (Apr 22–Jan 1) |
|--|--------------------------|-------------------------|
| Calls Answered: H1N1 and Seasonal Flu | 1,347 | 171,767 |
| Average Wait Time: English Emergency Queue | 4.93 sec | 4.94 sec |
| Average Wait Time: Spanish Emergency Queue | 5.00 sec | 47.88 sec |
| Email Service Requests: H1N1 and Seasonal Flu | 180 | 49,226 |
| Email Service Requests: HHS "Ask the Expert" | 39 | 5,355 |

Top Search Terms for Flu*

(Dec 26, 2009 – Jan 1, 2010)

CDC.gov Search

- | | |
|-----------------|-------|
| 1. H1N1 | 1,022 |
| 2. Hand Hygiene | 257 |
| 3. H1N1 Vaccine | 224 |
| 4. Swine Flu | 198 |
| 5. Hand Washing | 188 |

External Search

- | | |
|---------------------|--------|
| 1. H1N1 Symptoms | 29,813 |
| 2. Swine Flu | 8,632 |
| 3. H1N1 | 8,236 |
| 4. H1N1 Vaccine | 5,518 |
| 5. Symptoms of H1N1 | 3,890 |

Google Trends (Health-related searches)

- | | |
|-----------|----|
| 1. health | #1 |
| 2. diet | #2 |
| 3. dr | #3 |
| 4. heart | #4 |
| 5. md | #5 |

*Top search terms include keywords used on the CDC.gov search engine and external sites. Google Trends reflects what keywords people are searching for on a daily basis and provides insights into broad search patterns

For more information: nchminteractivemedia@cdc.gov

www.cdc.gov/metrics/campaigns



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